

ORDER



Orders	Order / Rev:	108008	Primary AE:	Amy McCreary
	Alt Order #:	06865138	Sales Office:	BLPHI
	Product Desc:	OBAMA FOR AMER SKEDC	Sales Region:	National
	Estimate:	1904		
	Flight Dates:	10/23/12 - 10/29/12		
	Original Date / Rev:	10/18/12 / 10/30/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America <i>Revised</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01-Democrat	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	31	\$13,825.00	\$11,751.25
10/29/12	10/29/12	8	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$13,825.00	\$11,751.25	0.00
November 2012	8	\$3,600.00	\$3,060.00	0.00
Totals	39	\$17,425.00	\$14,811.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	27%	\$17,425.00
Market	100%	\$64,537.04

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$17,425.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$14,843.52
KTUD	0%	\$0.00
KVVU	20%	\$12,907.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,936.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.001	0.00	NM	4	\$3,600.00	

TODAY

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 108008
Alt Order #: 06865138
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama for America
Product Desc: OBAMA FOR AMER SKEDC
Estimate: 1904

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 4 \$900.00 0.00															
E 2	KSNV	10/23/12	10/29/12	M-F Today Show II 3rd HOM M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 5 \$425.00 0.00															
E 3	KSNV	10/23/12	10/29/12	M-F Today Show III 4th HOM Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 5 \$325.00 0.00															
E 4	KSNV	10/23/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 5 \$325.00 0.00															
E 5	KSNV	10/23/12	10/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 5 \$425.00 0.00															
E 6	KSNV	10/23/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	4	\$1,700.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 5 \$425.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
3 KSNV 10/23/12-10/29/12 Days of our Lives 1258p-2pm MTWThF---- :30 (\$425.00) 0.00 NM															
<i>Unresolved</i> <i>[NEWS INTERRUPT - ROMNEY/RYAN]</i>															
E 7	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 5 \$325.00 0.00															
E 8	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
PHI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12 10/29/12 MTWTF-- 5 \$450.00 0.00															
E 9	KSNV	10/26/12	10/26/12	Fri PR 8-9p Friday Prime 8-9pm	CM	8-9pm	----F--	:30	1	\$750.003	1	0.00	NM	1	\$750.00
WHIT/COM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 ----F-- 1 \$750.00 0.00															

Totals 39 \$17,425.00